

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: John Zimmerman

Serial No.: 09/815,856

Filing Date: March 23, 2001

For: Method and Apparatus for  
Recommending Television Programming  
Through a Celebrity or Using a Celebrity  
Profile

Examiner: Reuben M. Brown

Art Unit: 2623

Confirmation No.: 5812

Attorney Docket No.: US010094

July 30, 2008

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT**

Sir:

In response to the Final Office Action dated April 03, 2008 and the Advisory Action dated July 10, 2008, and in connection with an RCE being filed concurrently herewith, please amend the subject application as follows.

Amendments to the **Claims** begin on page 2 of this paper.

**Remarks** begin on page 7 of this paper.